Patricia's

1-13-89

MILITARY OUTLINE

1 INDUSTRY

- INDUSTRY GRAPH SHOWING PERCENT CHANGE
-

2 COMPANIES

- COMPANY GRAPH
-

3 CATEGORIES - INCLUDE BRANDS WITHIN THIS SECTION

- PRICE VALUE
  SEGMENTS: BRANDED,UNBRANDED, ETC.

- STANDARD PRICE
  SEGMENTS: 85'S BOX

- BOX
- MENTHOL
- FULL FLAVOR
- LOW TAR
-

- POSSIBLY CERTAIN GRAPHS WILL BE ADDED -- TO BE DECIDED.

CURRENTLY ANALYSIS IS LACKING:

- COMPANY TRENDS OVER TIME
- COUPONING
- ACCOUNT DISTRIBUTION
- COMPARISONS TO TOTAL INDUSTRY IN GENERAL.

RITA,

THIS WILL BE UPDATED AS DEEMED NECESSARY.

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Source: https://www.industrydocuments.ucsf.edu/docs/fnyn0004